

Claims 1-20 (Cancelled)

Claims 21-40 (New) with 21, 22, 24, 29 and 35 (Currently Amended) herein:

21 (Currently Amended). A system for generating an hyperlink address string associated with predetermined program material related to predetermined content located at a predetermined hyperlink address and activating an hyperlink to said predetermined hyperlink address during the playing of said predetermined program material wherein said activating is user-activated or automatic comprising:

data entering means for entering to database means:

    said predetermined hyperlink address and

    predetermined hyperlink activation data for said user-activated or automatic activating said hyperlink to said predetermined hyperlink address including:

        predetermined user-activation data for ~~visually displaying~~  
        ~~predetermined data to prompt~~ said user-activating said hyperlink  
        to said predetermined hyperlink address or

        predetermined automatic activation data for automatically  
        activating said hyperlink to said predetermined hyperlink  
        address;

generating means operably coupled to said database means for generating said hyperlink address string associated with said predetermined program material including:

    an address attribute specifying said predetermined hyperlink  
    address and

at least one respective attribute for said user-activated or automatic activating said hyperlink to said predetermined hyperlink address including:

an user-activating attribute for ~~visually displaying said predetermined data to prompt~~ said user-activating said hyperlink to said predetermined hyperlink address or

an automatic activating attribute for said automatic activating said hyperlink to said predetermined hyperlink address;

program signal transmitting means operably coupled to said generating means for transmitting program signals representative of said predetermined program material and said hyperlink address string associated with said predetermined program material to program signal receiving means;

said program signal receiving means operably coupled to said program signal transmitting means for receiving said program signals and said hyperlink address string;

data processing means operably coupled to said program signal receiving means for processing at least one of said attributes included in said hyperlink address string;

memory means, visual display means and user-activating means, each operably coupled to said data processing means and collectively configured for said user-activating said hyperlink to said predetermined hyperlink address responsive to said user-activating attribute,

said memory means for storing said predetermined hyperlink address specified in said address attribute for predetermined time;

said visual display means for visually displaying said predetermined data for predetermined time to prompt said user-activating said hyperlink to said predetermined hyperlink address and

        said user-activating means for activating hyperlink means to hyperlink to said predetermined hyperlink address;

    automatic activating means operably coupled to said data processing means for automatically activating said hyperlink means to hyperlink to said predetermined hyperlink address responsive to said automatic activating attribute and

    said hyperlink means for establishing said hyperlink to said predetermined hyperlink address.

22 (Currently Amended). A method of generating an hyperlink address string associated with predetermined program material related to predetermined content located at a predetermined hyperlink address for activating an hyperlink to said predetermined hyperlink address during the playing of said predetermined program material wherein said activating is user-activated or automatic including the steps of:

    entering via data entering means to database means:

        said predetermined hyperlink address and

        predetermined hyperlink activation data for said user-activated or automatic activating said hyperlink to said predetermined hyperlink address including:

            predetermined user-activation data for ~~visually displaying~~  
            predetermined data ~~to prompt~~ said user-activating said hyperlink  
            to said predetermined hyperlink address or

predetermined automatic activation data for automatically  
activating said hyperlink to said predetermined hyperlink address  
and  
generating via generating means operably coupled to said database  
means said hyperlink address string associated with said predetermined program  
material including:

an address attribute specifying said predetermined hyperlink  
address and

at least one respective attribute for said user-activated or  
automatic activating said hyperlink to said predetermined hyperlink  
address including:

an user-activating attribute for ~~visually displaying said~~  
~~predetermined data to prompt~~ said user-activating said hyperlink  
to said predetermined hyperlink address or

an automatic activating attribute for said automatic  
activating said hyperlink to said predetermined hyperlink  
address.

23 (New). A method according to claim 22 wherein

said hyperlink address string comprises an URL string and  
said predetermined hyperlink address comprises an URL.

24 (Currently Amended). A method according to claim 22 wherein

said database means and generating means comprises comprise a  
website.

25 (New). A method according to claim 22 wherein

said hyperlink address string includes a script attribute.

26 (New). A method according to claim 22 wherein

    said automatic activating attribute comprises an hyperlink automatic load attribute.

27 (New). A method according to claim 22 wherein

    said automatic activating attribute comprises an hyperlink start time attribute.

28 (New). A method according to claim 22 further including the step of:

    encoding said hyperlink address string for transmission with program signals representative of said predetermined program material related to said predetermined content located at said predetermined hyperlink address.

29 (Currently Amended). A program signal receiver apparatus for playing program material including predetermined program material related to predetermined content located at a predetermined hyperlink address and, during the playing of said predetermined program material, activating an hyperlink to said predetermined hyperlink address wherein said activating is user-activated or automatic comprising:

    program signal receiving means for receiving program signals representative of said predetermined program material and an hyperlink address string associated with said predetermined program material including:

        an address attribute specifying said predetermined hyperlink address and

        at least one respective attribute for said user-activating or automatic activating said hyperlink to said predetermined hyperlink address including:

            an user-activating attribute for ~~visually displaying~~

~~predetermined data to prompt said user-activating said hyperlink~~

to said predetermined hyperlink address or

an automatic activating attribute for said automatic activating said hyperlink to said predetermined hyperlink address;

data processing means operably coupled to said program signal receiving means for processing at least one of said attributes included in said hyperlink address string;

memory means, visual display means and user-activating means, each operably coupled to said data processing means and collectively configured for said user-activating said hyperlink to said predetermined hyperlink address responsive to said user-activating attribute,

said memory means for storing said predetermined hyperlink address specified in said address attribute for predetermined time;

said visual display means for visually displaying said predetermined data for predetermined time to prompt said user-activating said hyperlink to said predetermined hyperlink address and

said user-activating means for activating said hyperlink means to hyperlink to said predetermined hyperlink address;

automatic activating means operably coupled to said data processing means for automatically activating said hyperlink means to hyperlink to said predetermined hyperlink address responsive to said automatic activating attribute and

said hyperlink means for establishing said hyperlink to said predetermined hyperlink address.

30 (New). An apparatus according to claim 29 wherein

    said program signal receiver apparatus comprises a television receiver apparatus.

31 (New). An apparatus according to claim 29 wherein

    said program signal receiver apparatus comprises a radio receiver apparatus.

32 (New). An apparatus according to claim 29 wherein

    said program signal receiver apparatus comprises a media player apparatus.

33 (New). An apparatus according to claim 29 wherein

    said program signal receiving means comprises tuner means.

34 (New). An apparatus according to claim 29 wherein

    said hyperlink address string comprises an URL string and

    said predetermined hyperlink address comprises an URL.

35 (Currently Amended). An apparatus according to claim 29 wherein

    said user-activating attribute includes said predetermined data to be displayed via said display means and

    said visual display means comprises means for displaying said predetermined data included in said user-activating attribute.

36 (New). An apparatus according to claim 29 wherein

    said automatic activating attribute comprises an hyperlink automatic load attribute and

    said automatic activating means comprises means for activating said hyperlink means responsive to said hyperlink automatic load attribute.

37 (New). An apparatus according to claim 29 wherein

said automatic activating attribute includes an hyperlink start time and  
said automatic activating means comprises means for activating said  
hyperlink means at said hyperlink start time responsive to said hyperlink start  
time attribute.

38 (New). An apparatus according to claim 29 wherein:

said hyperlink address string further includes an attribute referencing a  
predetermined time to deactivate said hyperlink means and  
said apparatus further comprises deactivating means operably coupled to  
said data processing means for automatically deactivating said hyperlink means  
at said predetermined time.

39 (New). An apparatus according to claim 29 further comprising:

time measuring means operably coupled to said data processing means  
for said data processing means to determine when a time referenced by an  
attribute included in said hyperlink address string transpires.

40 (New). An apparatus according to claim 29 wherein

said hyperlink means comprises browser means.

Respectfully submitted,  
  
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David A. Reams, Applicant